

## CLAIMS

What is claimed is:

- 5    1. (Amended) A product alignment wire frame device for use in manually aligning product containers on a display shelf surface, the wire frame product alignment device comprising:  
an elongated first wire side rail member having a front and a rear, such that the first side member may rest on the display shelf and may be pushed and pulled along a plane parallel to the display shelf ;
- 10    an elongated second wire side rail member having a front and a rear, such that the first side member may rest on the display shelf and may be pushed and pulled along a plane parallel to the display shelf; and  
a rear wire member integral attached to the rear of the first side member and integral attached to the rear of the second side member, such that the rear wire member may be pushed and pulled along a plane parallel to the display shelf by pushing and pulling the first side member and the second side member. is positioned substantially above the first wire side rail member and the second wire side rail member; and  
15    a front wire member attached to the front of the first side member and attached to the front of the second side member, such that the front wire member may be moved forward or backward relative to the display shelf in order to pull or push the rear wire member forward or backward relative to the display shelf.
- 20    2. The product alignment device of Claim 1 further comprising:

~~a front member integral to the front of the first side member and integral to the front of the second side member, such that the first side member, the second side member, and the rear member may be pushed or and pulled along a plane parallel to the display shelf by pushing or and pulling the front member.~~

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3. ~~The product alignment device of claim 2 wherein:~~

~~the front member is comprised of a bent wire member integral to the front of the first side member and integral to the front of the second side member.~~

10 4. ~~The product alignment device of claim 2 wherein:~~

~~the width between the first side member and the second side member may be changed by bending the front member front member and the rear member.~~

4. ~~(Amended) The product alignment device of claim 2 wherein:~~

~~the width between the first side member and the second side member may be changed by bending the front member and the rear member.~~

15 5. ~~The product alignment device of claim 1 wherein:~~

~~the first side member is comprised of an elongated inner wire member first portion, and a second cover portion which substantially surrounds the inner wire member; and the second side member is comprised of an elongated inner wire member first portion, and a second cover portion which substantially surrounds the inner wire member.~~

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6. ~~The product alignment device of claim 5 wherein:~~

~~the second cover portion of the first side member is slotted so that the second cover portion may be inserted over the inner wire member first portion; and the second cover portion of the second side member is slotted so that the second cover portion may be inserted over the inner wire member first portion.~~

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7. ~~The product alignment device of claim 5 wherein:~~

~~at least one of the second cover portion of the first side member and the second cover portion of the second side member has a round cross section.~~

10 8. ~~The product alignment device of claim 5 wherein:~~

~~at least one of the second cover portion of the first side member and the second cover portion of the second side member has a rectangular cross section.~~

9. ~~The product alignment device of claim 5 wherein:~~

15 ~~at least one of the second cover portion of the first side member and the second cover portion of the second side member has a polygonal cross section.~~

10. ~~The product alignment device of claim 5 wherein:~~

20 ~~at least one of the second cover portion of the first side member and the second cover portion of the second side member has a generally triangular cross section.~~

11. ~~The product alignment device of claim 1 wherein:~~

the rear member is comprised of a plate member integral to the rear of the first side member and integral to the rear of the second side member.

12. The product alignment device of claim 1 wherein:

5           there is a first wire segment having a first portion serving as at least a portion of the first side member, and a second portion bent relative to the rear of the first side section; there is a second wire segment having a first portion serving as at least a portion of the second side member, and a second portion bent relative to rear of the first side section; and the rear member includes a first channel for receiving the second portion of the first wire segment, and includes a second channel for receiving the second portion of the second wire segment.

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13. The product alignment device of claim 1 further comprising

— a rear stack support, the rear stack support comprising  
15           a base for receiving one or more stacked containers,  
              a rear vertical wall integral to the base to support a stack of containers, the rear wall having a side wings along its vertical edges, and  
              a front lip integral to the base,  
such that the rear stack support may be placed in front of the rear member in order to  
20           support the rearmost stack of containers in a row of stacked containers.

14. The product alignment device of claim 1 further comprising at least one divider support base

~~placed on the display shelf and under the first and second slide rails, the divider support base comprising~~

~~a base, such that the slide rails may be pushed and pulled on top of the base, and a plurality of support ribs, such that height of the support ribs is greater than the height of the slide rails, so that the slide rails may be moved underneath the base of containers which are placed on the support ribs.~~

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15. ~~The product alignment device of claim 14 wherein the divider support base further comprises~~

10 ~~at least one divider wall.~~

16. ~~The product alignment device of claim 15 comprising~~

~~a first divider support base having a first support rib, a second support rib, a divider wall, and an alignment rib; and~~

15 ~~a second divider support base having a first support rib, a second support rib, and a divider wall, such that the first support rib of the second divider support base engages the alignment rib of the first divider support base, thereby forming a channel of desired width between the first divider support base divider wall and the second divider support base divider wall.~~

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17. ~~A temporary shelf basket comprised of~~

~~a wire basket, such that the basket can hold a plurality of product containers;~~

a first support arm integral to the basket, such that a portion of the first support arm may be positioned in a hole on the display shelf; and  
a second support arm integral to the basket, such that a portion of the second support arm may be positioned in a hole on the display shelf.

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18. A product alignment device for use in manually aligning product containers on a display shelf, the product alignment device comprising:

an elongated first side member having a front and a rear, such that the first side member may rest on the display shelf and may be pushed or pulled along a plane parallel to the display shelf;

an elongated second side member having a front and a rear, such that the second side member may rest on the display shelf and may be pushed or pulled along a plane parallel to the display shelf;

a first rear member integral to the rear of the first side member, such that the first rear member may be pushed or pulled along a plane parallel to the display shelf by pushing or pulling the first side member;

a second rear member integral to the rear of the first side member, such that the second rear member may be pushed or pulled along a plane parallel to the display shelf by pushing or pulling the second side member; and

a front member integral to the front of the first side member and integral to the front of the second side member, such that the first side member, the first rear member, the second side member, and the second rear member may be pushed or pulled along a plane

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~~parallel to the display shelf by pushing or pulling the front member.~~

19. A product alignment device for use in aligning and positioning a product on a display shelf,

the product alignment device comprising:

- 5           a wire frame, the wire frame comprising
- an elongated first frame side having a front and a rear;
  - an elongated second frame side having a front and a rear;
  - a rear portion connecting the first frame side and the second frame side, and
  - a front portion connecting the first frame side and the second frame side;
- 10          a first frame side covering which substantially surrounds the elongated first frame side;  
and  
a second frame side covering which substantially surrounds the elongated second frame side.

20. A system for displaying products generally forming a queue on a display shelf, the system

15          comprising:

- a product display shelf having a front portion and a rear portion;
- at least one product container, the container having
- a bottom which rests on the display shelf,
  - a preferred front face;
- 20          — a first side face having a lower first side face portion, and
- a second side face having a lower second side face portion,  
such the lower first side face portion is not orthogonal to the display shelf, and the lower

~~second side face portion is not orthogonal to the display shelf; and~~

~~an arranging means operable for moving at least one product container manually from the rear portion of the display shelf towards the front portion of the display shelf, the arranging means comprising~~

5 ~~a rear positioning element adapted to engage the rear product container in the queue from the rear side of the product,~~

~~a front pull element,~~

~~a first slide rail, such that the rear of the first slide rail is connected to the rear positioning element, and the front of the first slide rail is connected to the front pull element, and~~

10 ~~a second slide rail, such that the rear of the second slide rail is connected to the positioning element, and the front of the second side slide rail is connected to the front pull element,~~

~~such that the first slide rail and the second slide rail are spaced apart to define a channel to receive the product containers on the display shelf, such that the front pull element may be pulled outwardly from the display shelf in order to pull the first and~~

15 ~~second slide rails and the rear positioning element outwardly with respect to the shelf, thereby engaging the rearmost product container and pulling all product containers located in the channel toward the front of the shelf, and such that the front pull element may be pushed back toward the rear of the display shelf after the product containers are properly aligned with respect to the front of the display shelf.~~

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21. ~~The system as claimed in claim 20, wherein at least one slide rail includes indicia identifying~~

~~the number of the products in the queue when the positioning element is moved so that the products are substantially aligned with the front portion of the surface.~~

22. ~~The system as claimed in claim 20, wherein the slide rail includes indicia corresponding to the number of products in the queue.~~

23. ~~The system as claimed in claim 22, where the indicia identifies the number of remaining products in the queue when the slide rails are moved so that the products are substantially aligned with the front portion of the surface.~~

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24. ~~The system as claimed in claim 20, further comprising a temporary shelf basket for extending to receive products from the display shelf to facilitate the rotation of older products from the rear portion of the display shelf to the front portion and newer products to the rear portion of the display shelf; the shelf basket comprising means to engage the display shelf for maintaining the shelf basket in a predetermined position.~~

25. ~~The system as claimed in claim 20, further comprising at least one divider support base placed on the display shelf and under the first and second slide rails, the divider support base comprising~~

20 ~~a base, such that the slide rails may be pushed and pulled on top of the base, and a plurality of support ribs, such that height of the support ribs is greater than the height of the slide rails, so that the slide rails may be moved underneath the base of containers~~

~~which are placed on the support ribs.~~

26. The system as claimed in claim 20, further comprising

~~a rear stack support, the rear stack support comprising~~

5 ~~a base for receiving one or more stacked containers,~~

~~a rear vertical wall integral to the base to support a stack of containers, the rear wall~~

~~having a side wings along its vertical edges, and~~

~~a front lip integral to the base,~~

~~such that the rear stack support may be placed in front of the rear positioning element in~~

10 ~~order to support the rearmost stack of containers in a row.~~

27. A method for arranging products to be displayed, comprising the steps of:

~~providing a display shelf with first products arranged in a queue, the display shelf having a front and rear portion;~~

15 ~~providing second products to be displayed on the display shelf in the queue;~~

~~providing a shelf basket capable of being positioned on a display shelf so that the first products can be moved into the shelf basket with a smooth transition;~~

~~positioning the shelf basket so that it is positioned to receive the first products;~~

~~moving the first products from the shelf onto the shelf basket;~~

20 ~~moving the second products onto the shelf basket;~~

~~positioning the second products towards the rear portion of the display shelf; and~~

~~moving the first products from the shelf basket onto the display shelf generally in front of the second products.~~

28. The method as claimed in claim 27, wherein the number of second products and the number of first products positioned in the queue substantially fill the queue.
- 5    29. A method for aligning product containers in a queue on a display shelf, comprising:
- placing an arranging means on the display shelf, the arranging means comprising a rear positioning element adapted to engage the rear product container in the queue from the rear side of the product,
  - a front pull element,
- 10      a first slide rail, such that the rear of the first slide rail is connected to the rear positioning element, and the front of the first slide rail is connected to the front pull element, and
- a second slide rail, such that the rear of the second slide rail is connected to the positioning element, and the front of the second side slide rail is connected to the front pull element, such that the first slide rail and the second slide rail are spaced apart to define a channel to receive the product containers on the display shelf;
- 15      placing at least one product container in the channel;
- pulling the front pull element away from the display shelf and thereby pulling the first and second slide rails and the rear positioning element outwardly with respect to the display shelf, thereby engaging the rearmost product container and pulling all product containers located in the channel toward the front of the shelf; and
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~~pushing the front pull element back toward the rear of the display shelf after the product containers are properly aligned with respect to the front of the display shelf.~~

30. The method as claimed in claim 29, wherein placing the arranging means on the display shelf  
5 comprises:

~~placing the arranging means on a divider support base, the divider support base comprising a base, such that the slide rails may be moved along the base, and a plurality of support ribs, such that height of the support ribs is greater than the height of the slide rails, so that the slide rails may be moved underneath the base of containers placed on the support ribs.~~

10 31. A method for rotating product containers in a queue on a display shelf, comprising:

~~— placing an arranging means on the display shelf, the arranging means comprising a rear positioning element adapted to engage the rear product container in the queue from the rear side of the product,~~

~~a front pull element,~~

~~a first slide rail, such that the rear of the first slide rail is connected to the rear positioning element, and the front of the first slide rail is connected to the front pull element, and~~

~~a second slide rail, such that the rear of the second slide rail is connected to the positioning element, and the front of the second slide rail is connected to the front pull element, such that the first slide rail and the second slide rail are spaced~~

- ~~apart to define a channel to receive the product containers on the display shelf;~~
- placing at least one old product container in the channel;
- ~~positioning a shelf basket on a shelf located within reach of the queue;~~
- ~~pulling the front pull element away from the display shelf and thereby pulling the first and second slide rails and the rear positioning element outwardly with respect to the display shelf, thereby engaging the rearmost product container and pulling all old product containers located in the channel toward the front of the shelf;~~
- ~~removing all old product containers from the channel;~~
- ~~determining the number of new product containers necessary to fill the queue;~~
- 10 ~~inserting the proper number of new containers in the channel;~~
- ~~pushing the new containers toward the rear of the channel;~~
- ~~removing the old containers from the shelf basket and placing the old containers in the channel in front of the new containers; and~~
- ~~pushing the front pull element back toward the rear of the display shelf after the product containers are properly aligned with respect to the front of the display shelf.~~
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34 (New) The product alignment wire frame device of claim 1 further comprising a closed wire frame.

20 35. (New) The product alignment wire frame device of claim 34 wherein the wire frame is closed by welding the ends of the wire together.

36. (New) The product alignment wire frame device of claim 34 wherein the wire frame is closed

by gluing the ends of the wire together.

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37. (New) The product alignment wire frame device of claim 34 further comprising at least one coupler, such that the coupler holds a first wire end in proximity to a second wire end.

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38. (New) The product alignment wire frame device of claim 1 wherein the width of the rear wire member and the width of the front wire member are adjustable in order to adjust the distance between the first wire side rail member and the second wire side rail member.

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39. (New) The product alignment device of claim 38 wherein:  
the width of the rear wire member is adjustable by bending the rear wire member, and  
the width of the front wire member is adjustable by bending the front wire member.

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40. (New) The product alignment wire frame device of claim 1 wherein the wire frame includes at least one coating.

41. (New) A product alignment device for use in aligning product containers on a display shelf,

the product alignment device comprising:

a first wire side rail member having a front and a rear;  
a second wire side rail member having a front and a rear;  
an adjustable-width rear plate attached to the rear of the first side rail member and

attached to the rear of the second side rail member; and  
an adjustable-width front member attached to the front of the first side rail member and  
attached to the front of the second side rail member, such that the front member may be  
moved forward or backward relative to the display shelf in order to pull or push the rear  
plate forward or backward relative to the display shelf.

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42. (New) The product alignment device of claim 41 wherein  
the rear plate width may be adjusted by bending the rear plate.

10 43. (New) The product alignment device of claim 41 wherein  
the front member is a bent wire, so that the width of the front member may be adjusted by  
bending the wire.

15 44. (New) The product alignment device of claim 41 wherein  
the rear plate includes a first recess for receiving a portion of the first wire side rail  
member; and  
the rear plate includes a second recess for receiving a portion of the second wire side rail  
member.

20 45. (New) A system for displaying products generally forming a queue on a display shelf, the  
system comprising:

a product display shelf having a front portion and a rear portion;  
at least one product container positioned on the display shelf; and

an arranging means operable for moving the product container manually from the rear portion of the display shelf towards the front portion of the display shelf, the arranging means comprising

a first wire side rail member having a front and a rear;

5       a second wire side rail member having a front and a rear, such that the second wire side rail member is spaced apart from the first wire side rail member to define a channel to receive the product container on the display shelf;

a rear wire member attached to the rear of the first side member and attached to the rear of the second side member, such that the rear wire member is positioned substantially above the first wire side rail member and the second wire side rail member; and  
a front wire member attached to the front of the first side member and attached to the front of the second side member, such that the front wire member may be moved forward or backward relative to the display shelf in order to pull or push the rear wire member forward or backward relative to the display shelf.

15       46. (New) The system for displaying products of claim 45 wherein

the product container comprises a first edge in proximity to the first wire side rail member, and a second edge in proximity to the second wire side rail member;  
the first wire side rail member is positioned below the outermost point of the first edge;  
20       and  
the second wire side rail member is positioned below the outermost point of the second edge.

47. (New) The system for displaying products of claim 45, further comprising  
a temporary shelf basket for extending to receive products from the display shelf to  
facilitate the rotation of older products from the rear portion of the display shelf to the  
front portion and newer products to the rear portion of the display shelf; the shelf basket  
comprising means to engage the display shelf for maintaining the shelf basket in a  
predetermined position.

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48. (New) The system for displaying products of claim 45, further comprising at least one divider  
support base placed on the display shelf and under the first and second wire side rail  
members, the divider support base comprising  
a base, such that the first and second wire side rail members may be pushed and pulled on  
top of the base, and  
a plurality of support ribs, such that height of the support ribs is greater than the height of  
the first and second wire side rail members, so that the first and second wire side rail  
members may be moved underneath the base of containers which are placed on the  
support ribs.

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49. (New) A system for displaying products generally forming a queue on a display shelf, the  
system comprising:

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a product display shelf having a front portion and a rear portion;  
at least one product container positioned on the display shelf; and  
an arranging means operable for moving the product container manually from the rear

portion of the display shelf towards the front portion of the display shelf, the arranging means comprising

a first wire side rail member having a front and a rear,

a second wire side rail member having a front and a rear, such that the second wire side rail member is spaced apart from the first wire side rail member to define a channel to receive the product container on the display shelf,

an adjustable-width rear plate integral to the rear of the first side rail member and integral to the rear of the second side rail member, and

an adjustable-width front member attached to the front of the first side rail member and attached to the front of the second side rail member, such that the front member may be moved forward or backward relative to the display shelf in order to pull or push the rear plate forward or backward relative to the display shelf.

50. (New) A system for displaying products generally forming a queue in a display box, the

system comprising:

a product container display box comprising

a bottom having a rear portion and a front portion,

a first side, and

a second side;

at least one product container positioned in the display box; and

an arranging means operable for moving the product container manually from the rear portion of the display box towards the front portion of the display shelf, the arranging means

comprising

a first wire side rail member having a front and a rear;  
a second wire side rail member having a front and a rear, such that the second wire side  
rail member is spaced apart from the first wire side rail member to define a channel to  
5 receive the product container on the display box bottom;  
a rear wire member attached to the rear of the first side member and integral to the rear of  
the second side member, such that the rear wire member is positioned substantially above  
the first wire side rail member and the second wire side rail member; and  
a front wire member attached to the front of the first side member and integral to the front  
10 of the second side member, such that the front wire member may be moved forward or  
backward relative to the display box in order to pull or push the rear wire member  
forward or backward relative to the display box.

51. (New) The system for displaying products of claim 50 wherein

15 the product container display box is positioned on a display shelf.

52. (New) The system for displaying products of claim 50 wherein

the product container display box further comprises a front, such that the front comprises

a first slot to accept a portion of the first wire side rail member, and

20 a second slot to accept a portion of the second wire side rail member.

53. (New) A method for aligning product containers in a queue on a display surface, comprising:

placing an arranging means on the display surface, the arranging means comprising

a first wire side rail member having a front and a rear;

a second wire side rail member having a front and a rear, such that the second wire side rail member is spaced apart from the first wire side rail member to define a channel to receive the product containers on the display surface;

5 a rear wire member attached to the rear of the first side member and attached to the rear of the second side member, such that the rear wire member is positioned substantially above the first wire side rail member and the second wire side rail member; and

10 a front wire member attached to the front of the first side member and attached to the front of the second side member, such that the front wire member may be moved forward or backward relative to the display shelf in order to pull or push the rear wire member forward or backward relative to the display surface;

15 placing at least one product container in the channel, such that the product container comprises a first edge in proximity to the first slide rail member, and a second edge in proximity to the second slide rail member,

pulling the front pull element away from the display surface and thereby pulling the first and second slide rails and the rear positioning element outwardly with respect to the display shelf, thereby engaging the rearmost product container and pulling all product

20 containers located in the channel toward the front of the display surface; and

pushing the front pull element back toward the rear of the display surface after the product containers are properly aligned with respect to the front of the display surface.

54. (New) The method of claim 53 further comprising

positioning the first slide rail member below the outermost point of the first edge of the containers; and

5 positioning the second slide rail member below the outermost point of the second edge of the containers.

55. (New) A method for displaying products generally forming a queue in a display box, the method comprising:

10 inverting a display box, the display box containing a plurality of product containers, and the display box comprising

a bottom having a rear portion and a front portion,

a top,

a front face,

15 a rear face,

a first side face, and

a second side face;

cutting the rear face, the front face, the first side face, and the second side face, so that a portion of each face remains integral to the bottom;

20 removing the bottom portion and the faces that remain integral to the bottom, so that the bottoms of a row of containers is exposed;

providing a first slot and a second slot on the front face;

inserting an arranging means over the bottoms of the row of containers, the arranging means comprising

a first wire side rail member having a front and a rear;

a second wire side rail member having a front and a rear, such that the second wire side rail member is spaced apart from the first wire side rail member to define a channel to receive the product containers in the display box;

a rear wire member attached to the rear of the first side member and attached to the rear of the second side member, such that the rear wire member is positioned substantially above the first wire side rail member and the second wire side rail member; and

a front wire member attached to the front of the first side member and attached to the front of the second side member, such that the front wire member may be moved forward or backward relative to the display box in order to pull or push the rear wire member forward or backward relative to the display box;

replacing the bottom portion and the faces that remain integral to the bottom on the inverted row of containers;

inverting the display box so that the a portion of the first wire side rail member fits into the first slot, and a portion of the second wire side rail member fits into the second slot; removing the top of the display box so that at least a portion of the product containers are exposed; and

using the arranging means to move product containers toward the front of the display box.

56. (New) A method for displaying products of claim 55 further comprising  
removing the front of the display box so that the arranging means may slide on the bottom  
of the display box.

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57. (New) The product alignment wire frame device of claim 1 wherein  
the rear wire member comprises  
an upwardly bent portion of the rear of the first side member,  
an upwardly bent portion of the rear of the second side member, and  
10       a rear wire member connecting the upwardly bent portion of the rear of the first side  
member to the upwardly bent portion of the rear of the second side member.

58. (New) The product alignment wire frame device of claim 57 wherein  
the front wire member comprises  
15       an upwardly bent portion of the front of the first side member,  
an upwardly bent portion of the front of the second side member, and  
a front wire member connecting the upwardly bent portion of the front of the first side  
member to the upwardly bent portion of the front of the second side member.

20       59. (New) A method of adjusting the length of a wire frame pull device, the method comprising  
providing a wire frame pull device having a flat generally rectangular shape, and having a  
front portion and a rear portion;

bending the front portion of the wire frame pull device upwards, thereby forming a pull handle;

determining the desired length of the pull device; and

bending the rear portion of the wire frame pull device upwards such that the device has the desired length, and such that the rear portion forms a pusher element.

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60. (New) A method for aligning product containers in a queue on a display surface, comprising:

placing a container support on the display surface, the container support having a first edge, and second edge, and a top surface;

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placing an arranging means on the display surface, the arranging means comprising a first wire side rail member having a front and a rear, such that the first wire side rail is placed outside of the first edge of the container support, a second wire side rail member having a front and a rear, such that the second wire side rail is placed outside of the second edge of the container support,

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a rear wire member attached to the rear of the first side member and attached to the rear of the second side member, such that the rear wire member is positioned substantially above the first wire side rail member and the second wire side rail member; and

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a front wire member attached to the front of the first side member and attached to the front of the second side member, such that the front wire member may be moved forward or backward relative to the display shelf in order to pull or push the rear wire member forward or backward relative to the display surface;

placing at least one product container on the display surface;  
pulling the front pull element away from the display surface and thereby pulling the first  
and second slide rails and the rear positioning element outwardly with respect to the  
display shelf, thereby engaging the rearmost product container and pulling all product  
5 containers positioned on the container support toward the front of the display surface;  
and  
pushing the front pull element back toward the rear of the display surface after the  
product containers are properly aligned with respect to the front of the display surface.

10 61. (New) The method of claim 60 wherein  
the container support is cardboard.

62. (New) The method of claim 61 wherein  
a portion of the container over the rear of the display shelf.

15 63. (New) The method of claim 60 wherein  
the container support is adhesively attached to the display shelf.

64. (New) The method of claim 60 wherein  
20 the container support is magnetically attached to the display shelf.

65. (New) The system of claim 49 further comprising

a front stop device.

66. (New) A system for displaying products generally forming a queue on a display shelf, the system comprising:

- 5       a product display shelf having a front portion and a rear portion;  
at least one product container positioned on the display shelf in a display row, the display  
row having a front portion and a rear portion;  
a front stop device positioned in the front portion of the display row;  
an arranging means operable for moving the product container manually from the rear  
10      portion of the display row towards the front portion of the display row, the arranging means  
comprising  
  a first wire side rail member having a front and a rear,  
  a second wire side rail member having a front and a rear,  
  a rear pusher element, and  
15      a front member attached to the front of the first side rail member and attached to the front  
of the second side rail member, such that the front member may be moved forward or  
backward relative to the display shelf in order to pull or push the rear plate forward or  
backward relative to the display shelf.
- 20      67. (New) The system of claim 66 wherein  
         the front stop device extends across the front portions of a plurality of display rows.

68. (New) The system of claim 66 wherein

the front stop snaps onto the front of the display shelf.